

# MEXICAN BUSINESS IS CUT OFF; MANY FACTORY MEN VISIT CITY

The Chaotic Business Conditions in the Territory South of the Rio Grande Affect the Local Auto Trade; El Paso Sales Fairly Good; New Mitchell "Eight" Here; Officer Buys Overland.

CHAOTIC conditions in Mexico had their result on the automobile market of El Paso during the past week. The Mexican field was opening up nicely for the local automobile dealers and there were prospects of big business for the immediate future until the massacre early in the week upset all business conditions in the northern part of the neighboring republic.

One El Paso firm was tendered a fat order for a shipment of tires, on consignment, during the week and though the order called for \$4200 it was refused without parley and the would be buyer was told that the only condition under which goods could be shipped to Mexico would be that they be paid for before shipment.

The massacre may also have a big effect on a shipment of Kissel trucks and left Thursday with F. J. Garrett of the Elliott-Garrett company, for Van Horn, Marfa, Alpine and other west Texas points. Messages Friday night reported fine business.

Jack Stuart, factory representative of the Wichita truck, was here most of the week. He left for Arizona and western points on Thursday night. While here he figured on trucks for several firms which have been negotiating with the Elliott-Garrett company, local Wichita representatives.

**Fincher Likes El Paso.**

T. L. Fincher, western factory representative of the Haynes, spent a few days here with the Southern Motor company. Mr. Fincher is a real booster for El Paso and will likely join the El Paso delegation to the Chicago automobile show.

**Leo J. Trost, of the Franklin Motor Car company, received word Thursday** that the Franklin head office of the sudden death in New York of Mr. R. Richardson, who covered this territory for the Franklin factory. He was one of the most popular men on the Franklin staff and is survived by his wife and one child.

**Gillett on the Road.**

L. E. Gillett, sales manager of the El Paso Overland company, is in northern New Mexico at the present time in the interests of his concern. The new sales system of the Overland will likely keep Mr. Gillett on the road most of the time but he is expected home in time to let F. M. Barnett leave with the Chicago show excursion next Friday.

**Studebaker sales reported by the Elliott-Garrett company this week** include seven passenger "sixes" to C. W. Gillespie and E. C. Wells, of Deming. Carl Reeves also drove a "six" to White Oaks, N. M., for a customer there.

**Uncertainty again exists regarding the arrival of the new National "12."** There has evidently been some mixup in the routing of the southwestern shipments and the allotment of one of the California dealers sent here in error. However, the Elliott-Garrett company hopes to be able to arrange to get one of the new demonstrators here early in the week.

**Roswell Man Gets Overland.**

H. T. Bailey, of Roswell, purchased one of the new model "32" Overlands while in the city this week and the El Paso Overland Auto company also reports the sale of an "32" to E. R. Lester, of Mesilla Park.

**Maxwell deliveries this week by the Buick Motor Car company included** touring cars to Joe Wade and Jack Hewitt, of Abilene, and M. Montero Martinez, of El Paso.

**Six variations of Maxwell, containing** enclosed, touring and roadster models, are now en route to this city for the Buick Motor Car company. There are 25 cars in the shipment. It is one of the largest shipments of real automobiles ever received here.

**Is Hatcher a Humorist?**

H. M. Hatcher likes his joke as well as any man in town and "Pete" has the motorists smiling over a new sign on his used car establishment on Texas street. It reads: "Automobiles and Ford."

**Mr. Hatcher has taken the distributing agency for the Melster line of lithe and commercial bodies, which are manufactured in Sacramento, Cal.**

**New Mitchell is Here.**

The much talked of Mitchell "eight" made its appearance here this week and manager W. H. Marsh, of the El Paso Auto Sales company, has been kept busy making demonstrations. In general appearance, the new "eight" much resembles the well known Mitchell "six" except that it is of slightly sturdier build. The chief improvements are in the motor, which has won much favorable commendation from local motorists.

**The new Mitchell "six" roadster has also arrived. Mechanically, it is the same as the "six" touring car but its graceful lines make it one of the prettiest roadsters in the city.**

**Londoner is Busy.**

Wolf Londoner states that the Mexican trouble has had the effect of shutting off an excellent market for used cars but that business has kept very good with him during the week. He reports the sale of seven used cars from his big stock and says that he has many "prospects" to keep him hustling for several days.

**Storage is at a premium at the Bailey Auto company. During the past few days, George Bailey has had to turn away some late comers after storage for the big garage has been filled** tightly. The new machine shop has been kept going at full capacity ever since the new company opened.

**Comes From Alabama.**

Among the cars stored at the Bailey garage is a 1912 Oakland "four" which arrived this week from Montgomery, Ala. The car is owned and was driven by C. S. Stovall, who was accompanied by his wife and son. They left the Alabama city just a month ago and made the trip to El Paso by easy stages. They laid off altogether 14 days and while the roads were very bad in some sections their car pulled through without a trouble of any sort. Mr. Stovall is looking for a business opening in El Paso as he plans to make this city his home.

**J. S. Johnson, of Pecos, spent several days in El Paso this week, looking over various models. He finally selected a Franklin roadster, making the third Franklin to be owned by his family.**

**Get Republic Truck.**

Walter Lutz has purchased a Haynes "light six" from the Southern Motor company, which also reports the sale of a 1915-pumped Republic truck to the Lion Grocery.

**M. L. Burkhead, of the Southern Motor company, took the white Haynes to Deming to meet the Arizona trade motorcade and came in here on Friday. He was accompanied by James J. Murphy and their friends are wondering as to their report that rabbits were continually crossing the road between here and Deming.**

**Mrs. G. Stewart has purchased a Red "four" touring car, C. D. Nauman also reports the sale of a car at Pecos, one of which he delivered early in the week while the others are to be driven to Pecos on Sunday.**

**Officer Buys Oakland.**

The Oakland "six" is a popular car with army officers and the Oakland Auto Sales company reports the sale of a car of this model to Lieut. C. N. Hodges, of the sixth infantry, while W. A. Hines has secured one of the red Oakland "four" speedsters. A carload of five Oakland "sixes" has been shipped to J. Brock Richardson, the Phoenix dealer, and another carload of three "fours" and one "eight" to Mr. Richardson's office at Tucson.

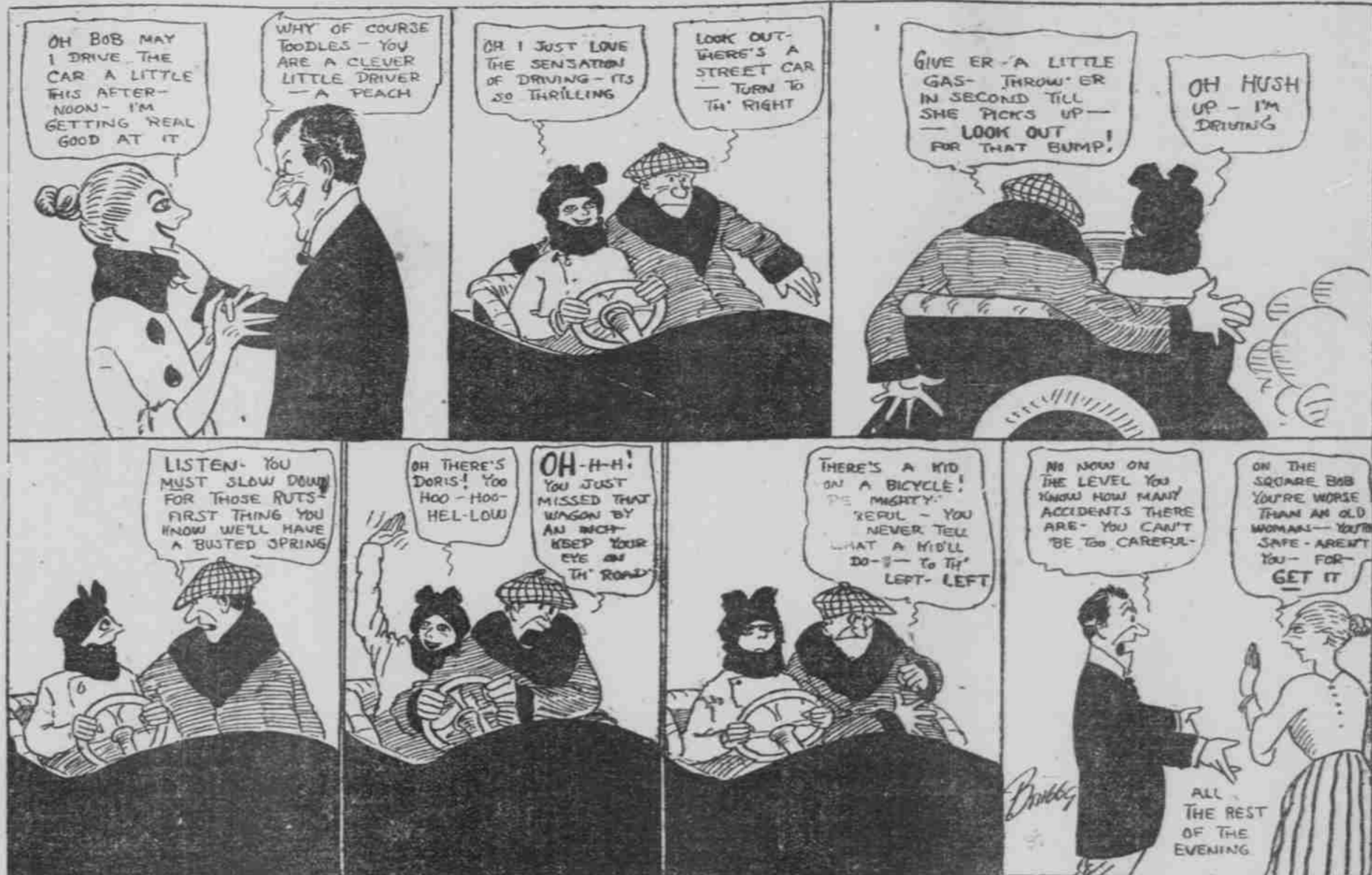
**G. E. Cavin, Saxon distributor, has returned from a business trip to Silver City. He reports general business conditions excellent in the mining city and automobile trade prospects there are unusually bright.**

**Boss Rubber Co. Moving.**

Moving operations of the Boss Rubber company are now under way and the Kelly-Springfield agents will be in their new quarters at the corner of Kansas and Texas streets on Monday afternoon.

**The Saxon Motor Car company reports the sale of a Saxon roadster to W. H. Hudson, of Fort Bliss.**

## ENJOYING A MOTOR RIDE WITH FRIEND WIFE - BY BRIGGS



### "OFF TO SHOW" IS NEW MOTTO

More Additions to Chicago Party Announced; Start Next Friday.

Dealers are going to be pretty scarce along gasoline row after next Friday though there will be enough salesmen on hand to enable the firms to post the sign, "Business as usual." Representatives of almost every motor shop in town will be on The Herald's excursion party, traveling in special cars attached to the Golden State Limited next Friday afternoon and bound for the national automobile show at Chicago.

A. H. Elmore, general manager of the Oakland Auto Sales company, announced on the show that he will surely attend the show but Mr. Elmore's business may take him by way of Denver in which case he will endeavor to join the El Pasoans either in Kansas City or in Chicago.

Eugene Ferguson is a new addition to the party. The Elliott-Garrett salesman announces that he'll surely go if he can manage to get away and F. J. Garrett insists that there will be no obstacles to prevent Mr. Ferguson making the trip.

T. L. Fincher, western representative of the Haynes, is now in the city and if he is not ordered elsewhere by next Friday he will join the El Paso delegation in the big show.

A. W. Bittick, of the El Paso Auto Supply company, says that Fullman and Congress tires will be represented in the party if it is at all possible for him to get away. He is anxious to make the trip and if certain business deals now pending can be closed up in time he will make the trip.

Rogers P. Stuart, at present a free lance in the automobile game, says that he will be a member of the party unless business interferes. Mr. Stuart is arranging for an El Paso agency and if the factory representatives are not en route here by the middle of the week he will go to Chicago to meet them.

Ben L. Clements, president of the new El Paso Motor association, has delegated every member of the association to act as a committee which will gather information in the east regarding the methods adopted by similar organizations in other cities.

Several Arizona dealers are in the city with the motorcade but none is prepared to state definitely where they will go to Chicago. I. T. Hood, of Douglas, says that Chicago is too far from home for him but other dealers are contemplating the trip with the El Paso excursion if they can arrange to get away.

**MOTOR TRUCKS VERY POPULAR**

Many Arguments Are Advanced Why Every Business Man Must Employ Power Wagon.

In 1915 there were less than 16,000 motor trucks in use in the United States. It is conservatively estimated that today there are 160,000.

Every business that gives delivery or haulage service must use motor trucks nowadays in order to keep up with competition. The obvious arguments for trucks are these: That they cover more ground than horses. That they make possible a greater radius of delivery—hence patronage. That they are more reliable. That, if kept busy, they are cheaper. That they are a good advertisement.

To the wise business man there is nothing more important than to install in the minds of the members of his organization that the concern is prepared to expand. Not only that it desires to grow, but that it has the facilities, as well as the purpose.

The adoption of motor delivery fosters such a feeling. From the big boss down to the office boy, a truck suggests speeding up. Just as the typewriter, the cash register, adding machines and other modern methods suggest the same thing.

Experienced owners say that trucks are splendid advertising that they create an impression of enterprise, permanency, and promptness in the minds of the public.

The business man is now fairly educated to the facts of truck superiority and that means sales—easier sales and more sales.

The shortage and high price of gasoline in Paris have become so serious that the taxicab service is threatened with a stoppage.

### RACING DRIVER "SPEEDWAY RACE" NOW SELLS CARS

"Red" Wood Joins Staff of the Chevrolet Agent in This City.

"Red" Wood, a well known racing driver and mechanic and the man who had charge of the Chevrolet racing cars all of last season, is now in El Paso and will be here for a couple of months to establish a real service department for Chevrolet cars at the new establishment of the Tryon Motor Sales company.

"Red" was christened Eugene but he shortened that to "Gene" and the racing fans liked the color of his hair so well that they dubbed him "Red" and "Red" it remains. He campaigned with Barney Oldfield most of last season.

Wood had charge of the construction of the Chevrolet racing cars last spring and when they were sent on the road he went along in mechanical charge with Chicago.

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### SUN "SIX" WILL BE BUILT AT ELKHART

The Sun Motor Car company of Buffalo, N. Y., which company has for some time been considering the advisability of locating in the middle west, has finally decided upon Elkhart, Ind., where the plant now occupied by the Sterling Motor car company has been purchased.

E. Crawford, president and general manager of the company, announces that the property covers about four acres of ground, and consists of two buildings, concrete construction throughout, with approximately 16,000 square feet of floor space.

Elkhart is within easy radius of Detroit, Cleveland and Chicago, the chief sources of material supply. The shipping facilities are excellent and the labor supply is good, all of which influenced the company in favor of the new location.

**Indianapolis Entry Blanks Are Issued; Purse is Also Cut Down.**

New York, City, Jan. 15.—Perhaps no subject was of greater universal interest among the thousands of automobile owners gathered here during the automobile show than the coming season's speedway races. During the automobile show, the Indianapolis speedway issued its entry blanks for its sixth annual international sweepstakes race to be held in Indianapolis, Tuesday, May 23, 1916.

The distance for this year's race is 200 miles. The opportunity to "get rich quick" is more potent for 1916 than ever before for the driver who is able to "capture" first place at Indianapolis, New York, Chicago and other speedway races. The total purse has been cut to \$10,000.

There is just one little thing not to be overlooked according to racing fans and that is the word "quick." From the way the cars went faster and faster in 1915, the winning drivers have a most strenuous racing season ahead of them for this year. Veterans of the game believe that after the Indianapolis race, it will be practically possible to tell who will bank America's racing fortune when the season is over.

It is interesting to note that every car must show a speed of at least 50 miles per hour in the official speed trials of one lap of the track in order to be eligible to start in the race. These speed trials are to be held on May 26 and 27. A ruling of the contest board of the American Automobile association, which will be enforced, declares that not more than three cars of any one make may start in any one trial.

The Indianapolis management restricts the number of cars in this race to 25. In event of more than 25 being entered, which is more than probable, the 25 fastest in the official speed trials will be the only cars to start and they will be numbered according to the time made in speed trials. For instance the fastest car in the speed trial will be numbered "one" and will have the inside position next the pole.

Another feature being introduced this year is that a percentage of the gross gate receipts during practice will be paid to entrants.

High Speed With Great Power

OAKLAND Northway motors speed up to 2500 revolutions per minute with increasing power. They do this with as much ease as some motors turn 1700 revolutions or less. Because—Exact design of the crank shaft prevents "whipping." Light, strong pistons and connecting rods with long stroke minimize wear and strain.

Big valves permit unrestricted flow of gases. Small cylinders with resulting high compression mean added revolutions and highest power efficiency.

FOURS, SIXES and EIGHTS

Five Leading Oakland Superiorities

1. Great Strength with Light Weight.
2. High Speed Motor with Great Power.
3. Low Center of Gravity with Usual Road Clearance.
4. Flying Wedge Lines with Least Wind Resistance.
5. Economy with Luxury.

Fours, Sixes and Eights—Speedsters, Roadsters and Touring Cars—\$870 to \$1055 here.

Climb into an Oakland—put your foot on the accelerator—find out what the Oakland Motor means in Reserve Power, Steady Power, Flexibility and Economy. Try it on the hills and learn what real power means.



Oakland Auto Sales Co.

Telephone 1142.

A. H. ELMORE, General Manager.

407 Myrtle Avenue.

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CHEVROLET \$635 El Paso OUR MOTTO "SERVICE"

Sales Room and Service Station 411-413 Myrtle Avenue

Local Agents

Tryon Motor Sales Co. THE MYERS CO., Southwestern Distributors

HAYNES, HAYNES, HAYNES

Southern Motor Co., 355-357 Myrtle Ave.

HAYNES, HAYNES, HAYNES